Message Text

UNCLASSIFIED

PAGE 01 DOHA 00731 140746Z ACTION NEA-10

INFO OCT-01 EB-07 ISO-00 /018 W

-----140756Z 059257 /21

R 140459Z JUN 77

FM AMEMBASSY DOHA

TO USDOC WASHDC

INFO AMEMBASSY ABU DHABI

AMEMBASSY ATHENS

USINT BAGHDAD

AMEMBASSY CAIRO

AMCONSUL DHAHRAN

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY TEHRAN

SECSTATE WASHDC 2708

UNCLAS DOHA 0731

USDOC FOR CAGNE

ATHENS FOR RTDO

E.O. 11652: N/A

TAGS: BGEN, BEXP, BPUB, QA, XF

SUBJECT: THE TRADE MISSION BROCHURE PROBLEM

RER: (A) MANAMA 1246; (B) KUWAIT 5159

1. WE AGREE WITH REFTELS THAT A TIMELY INFORMATIVE SLICK PUBLICATION IN ENGLISH IS MUCH BETTER THAN A LATE ENGLISH/ARABIC PUBLICATION. WE WOULD LIKE TO HAVE THE BEST OF BOTH POSSIBLE WORLDS, A ENGLISH/ARABIC BROCHURE PRODUCED OUTSIDE OF QATAR AND ARRIVING HERE WITH AMPLE TIME FOR DISTRIBUTION. PAST EXPERIENCE INDICATES THAT THIS IS IMPOSSIBLE SO WE WILL TAKE THE ENGLISH LANGUAGE UNCLASSIFIED

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BROCHURE ONTIME RATHER THAN AN ENGLISH/ARABIC BROCHURE LATE OR NEVER.

2. THE SAME APPLIES FOR BROCHURES ADVERTISING TRADE SHOWS AND EXHIBITIONS IN THE U.S. AND IN OVERSEAS TRADE CENTERS.
WE WOULD RATHER HAVE BROCHURES EARLY AND WE WOULD RATHER HAVE MORE THAN LESS BROCHURES. AS AN EXAMPLE, THE BROCHURES FOR THE U.S.

PAVILLION AT THE PARIS AIR SHOW ARRIVED IN DOHA AFTER THE START-ING DATE OF THE SHOW. WE WERE UNABLE TO DISTRIBUTE BROCHURES OR INVITATIONS TO THE U.S. RECEPTION GIVEN IN PARIS. USDOC SHOULD BE AWARE BY NOW OF THE FACT THAT POUCH SERVICE AND MAIL SERVICE TO THE GULF IS SLOW AND THAT LATE ARRIVALS OF BROCHURES ARE MORE FRUSTRATING THAN NO ARRIVALS.

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Message Attributes

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TAGS: BGEN, BEXP, BPUB, QA, XF

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